



Sight
Unseen



Interstate & International
Buyer Trends in the
Australian Property Market

6 Month Analysis
January – June

2022



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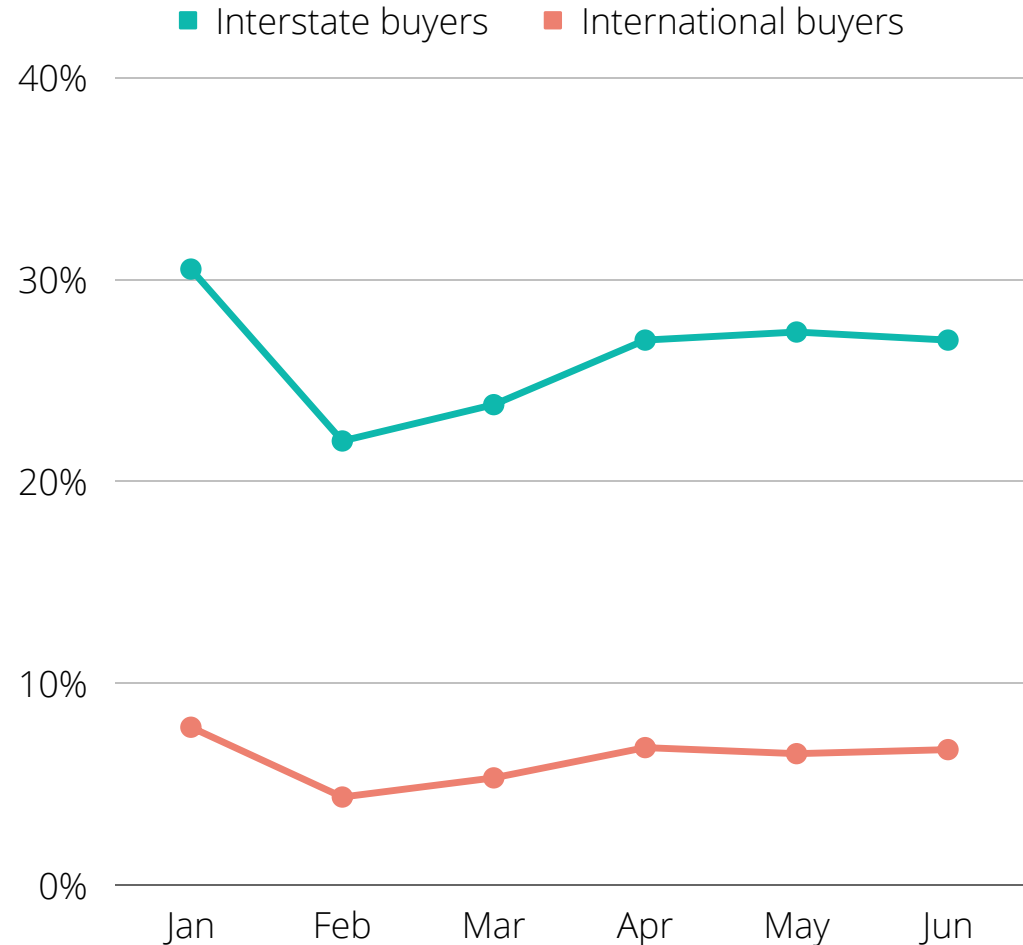
Key Insights

This report analyses over 1.5 million virtual inspections conducted on the Little Hinges virtual tours platform from 1 January, 2022 to June 30, 2022

During this time, we have consistently seen that 1 in 4 Australians are inspecting properties outside of their home state.

From April - June 2022, the average number of interstate inspections around Australia was sitting at 27%, with very little variance. This is despite the opening of borders, both state and international.

The number of international inspections has also stayed consistent from January - June 2022, with an average of 6.24% of all inspections being conducted from outside of Australia.



Key Insights

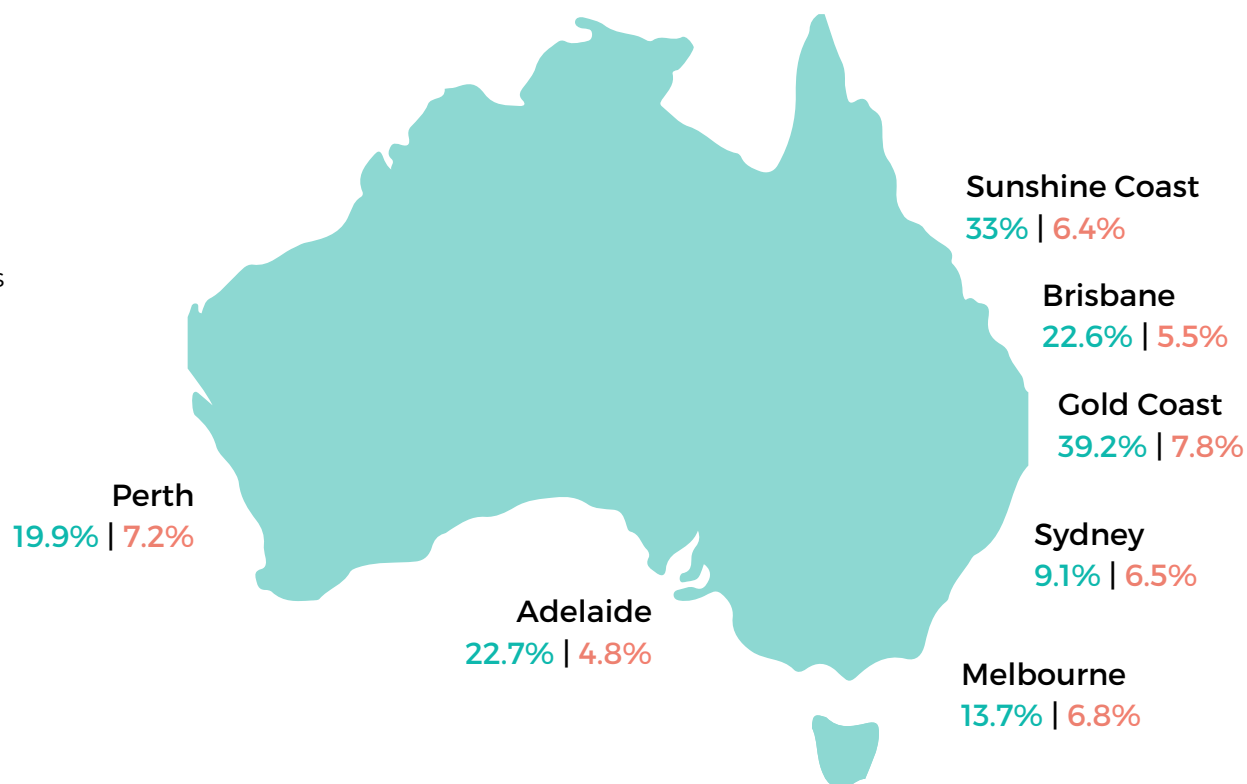
Queensland continues to sit above the national average, with 1 in 3 inspections coming from outside of the state. These numbers have remained consistent over the last 6 months, with the Gold Coast consistently seeing almost half of their inspections from outside the region. The Gold Coast sees the most variance of any state, ranging from 40 - 50% interstate inspections month to month.

Sydney and Melbourne continue to see low double digit numbers of interstate inspections, with 10% (Sydney) and 13% (Melbourne) on average over the 6 months. Sydney represents the lowest number of interstate inspections of any Australian city, with less than half the interstate inspections of Brisbane, Adelaide and Perth.

Key Property Markets

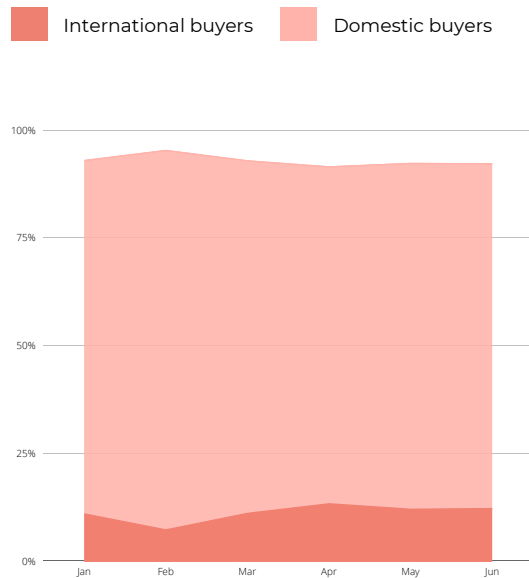
INTERSTATE
Average 27%

INTERNATIONAL
Average 6.7%

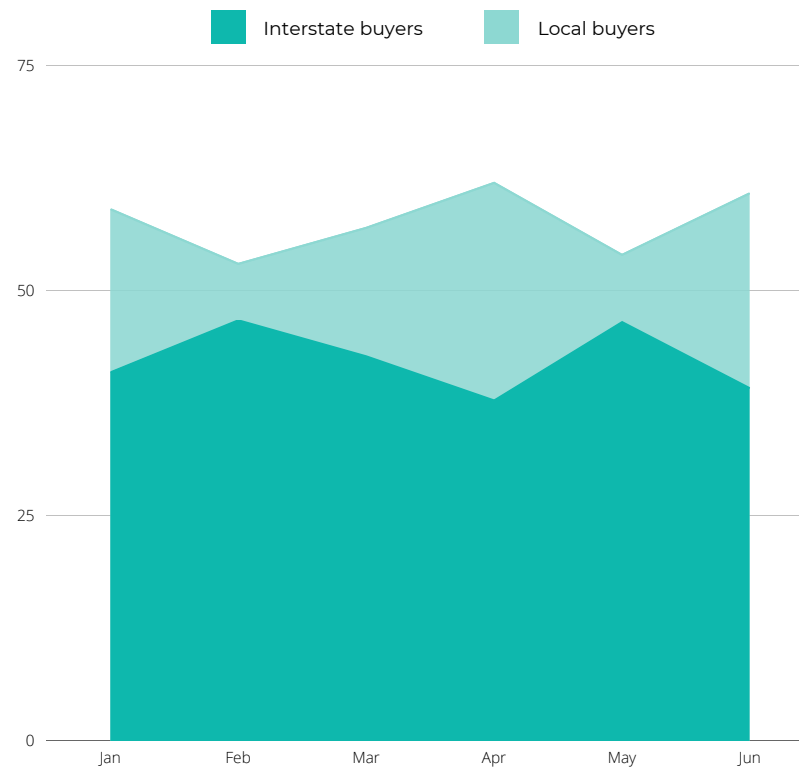


City Spotlight — Gold Coast

INTERNATIONAL



INTERSTATE



Interstate buyer average:

29.14%



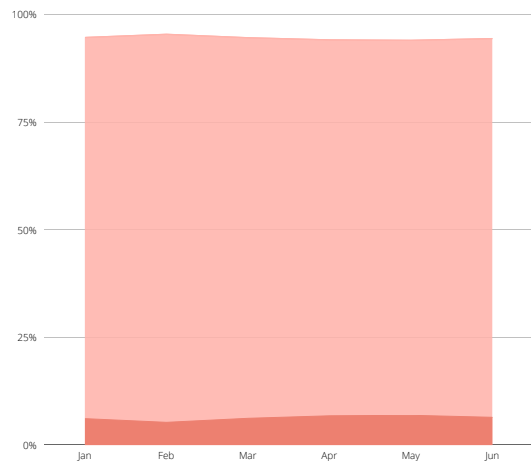
Queensland continues to sit above the national average, with 1 in 3 inspections coming from outside of the state.

The Gold Coast consistently sees almost half of their inspections from outside the region, as well as the highest number of international inspections of any city, an average of 7.13%.

City Spotlight — Brisbane

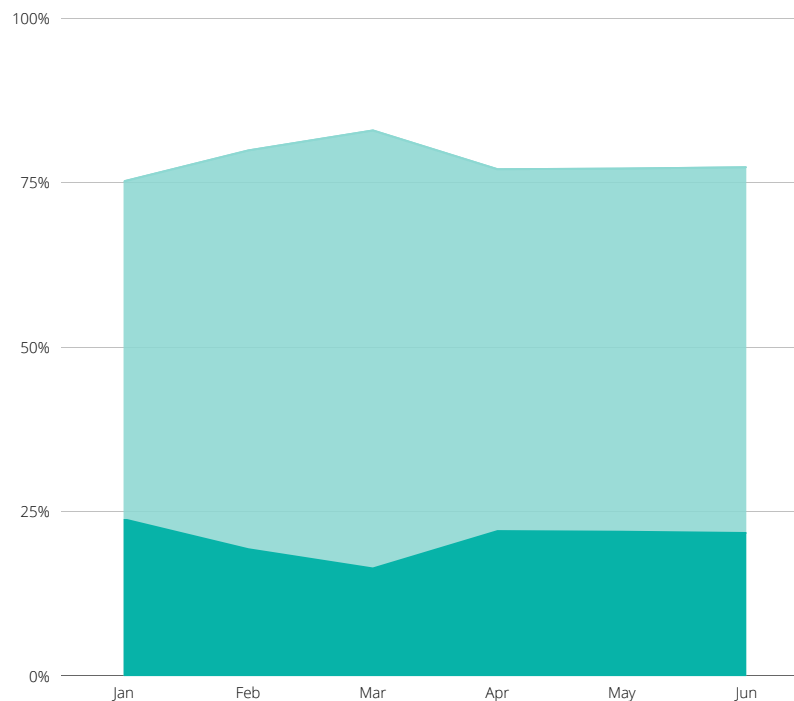
INTERNATIONAL

International buyers Domestic buyers



INTERSTATE

Interstate buyers Local buyers



Interstate buyer average:

21.68%



Queensland continues to sit above the national average, with 1 in 3 inspections coming from outside of the state.

Brisbane has seen consistent percentages of interstate inspections over the last 6 months, with a peak of 24.75 in January '22.

City Spotlight — Melbourne

Interstate buyer average:

13.6%

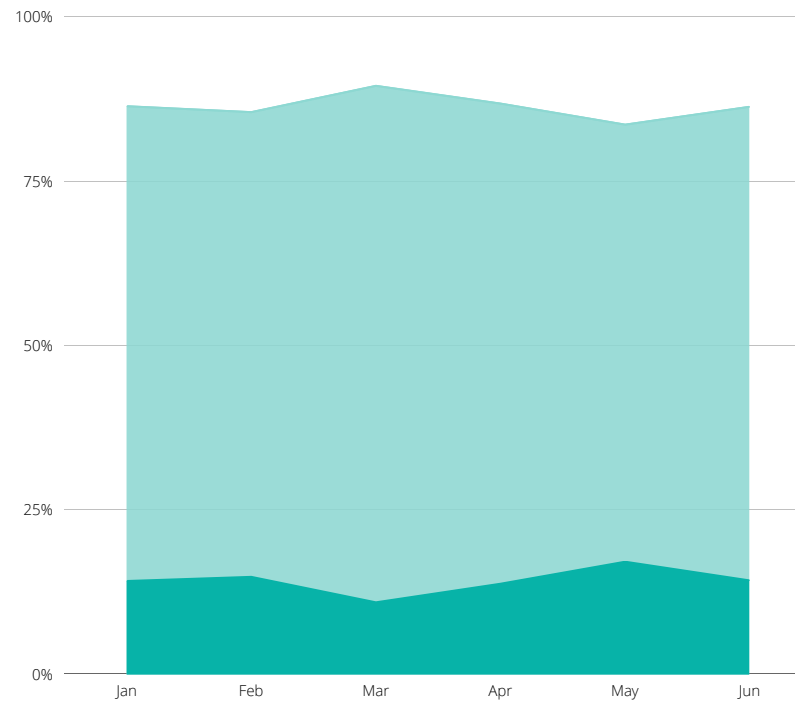


Melbourne has consistently seen the second lowest interstate inspection numbers, with an average of 13.6%, however these numbers have continued to grow as the state moves beyond extensive lockdowns.

Interstate inspections peaked in May, when they made up almost 17% of inspections.

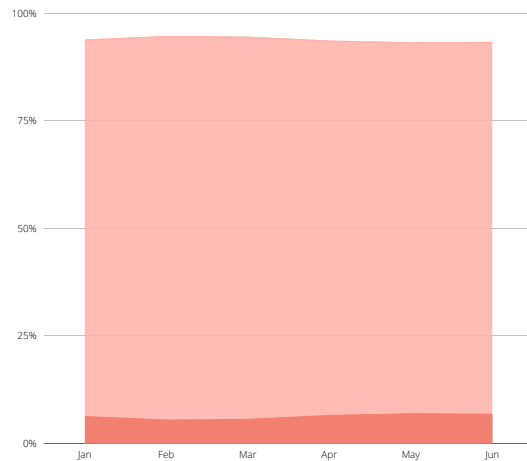
INTERSTATE

■ Interstate buyers ■ Local buyers



INTERNATIONAL

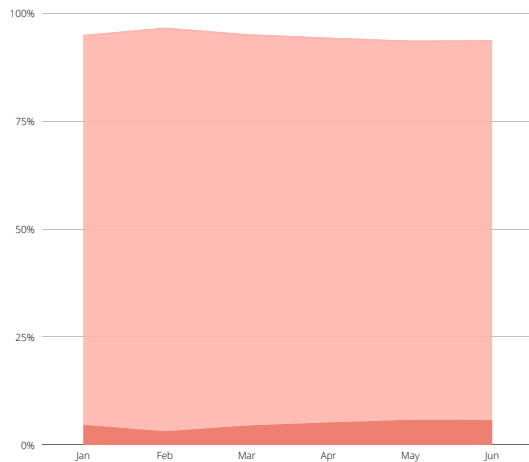
■ International buyers ■ Domestic buyers



City Spotlight — Sunshine Coast

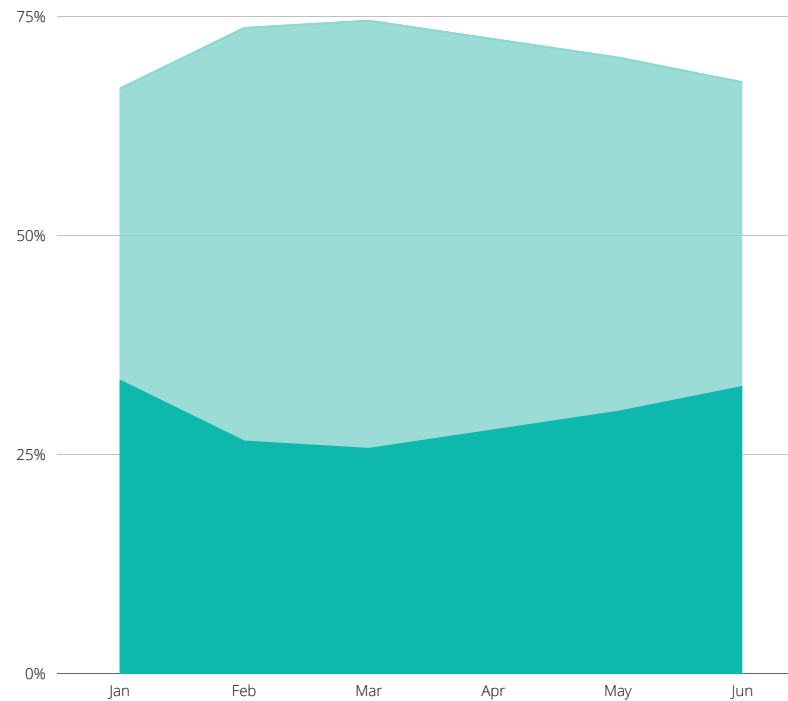
INTERNATIONAL

International buyers Domestic buyers



INTERSTATE

Interstate buyers Local buyers



Interstate buyer average:

29.14%

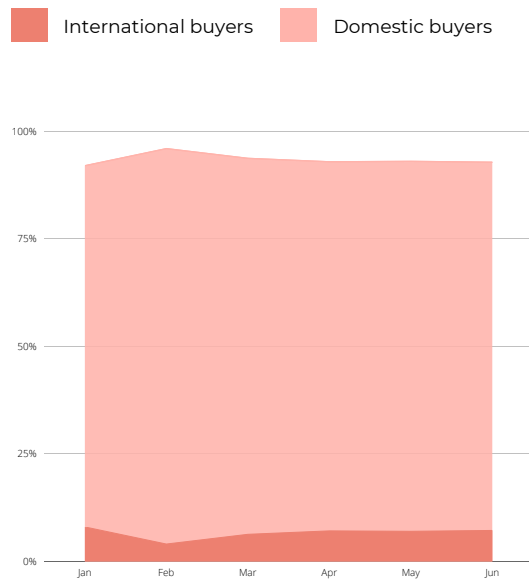


Queensland continues to sit above the national average, with 1 in 3 inspections coming from outside of the state.

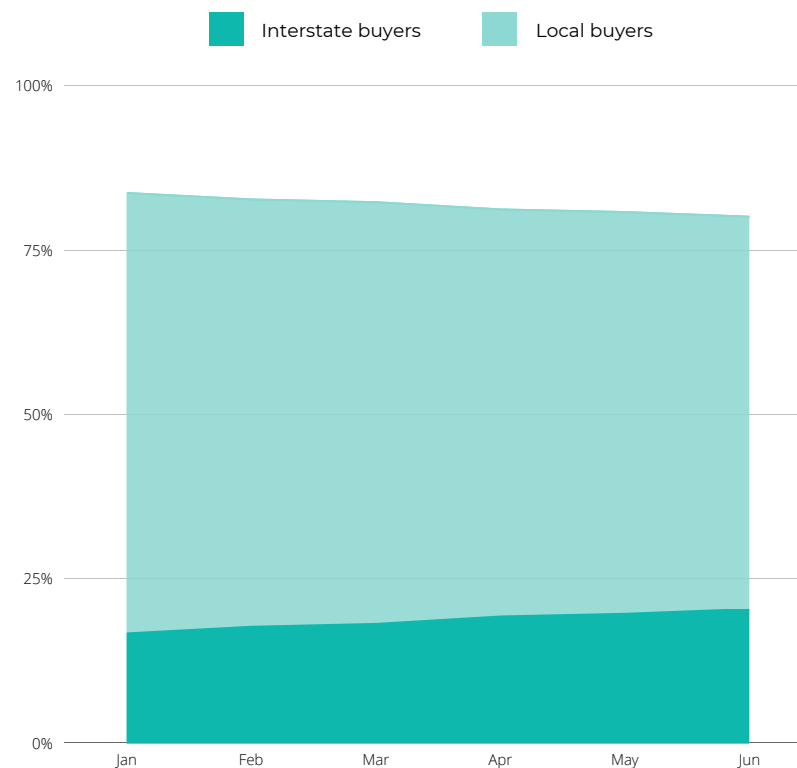
The Sunshine Coast has the second highest interstate inspection numbers in the country, second only to the Gold Coast. Southern buyers continue to look for sea and tree changes in Qld.

City Spotlight — Perth

INTERNATIONAL



INTERSTATE



Interstate buyer average:

16.8%



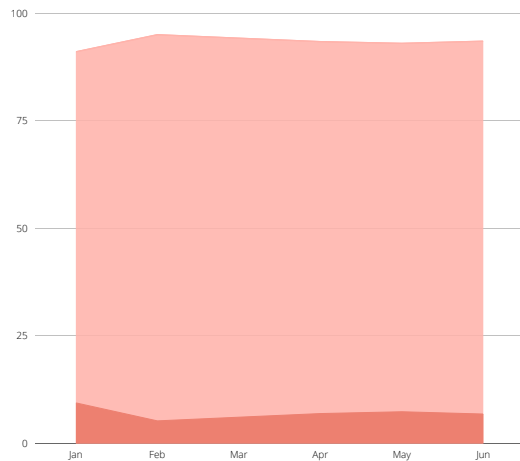
Perth continues to remain a popular choice for interstate buyers. Interstate inspection numbers in the city have continued to rise over the last 6 months, from 16.8% in January '22 to almost 20% in June.

Perth is averaging the second highest numbers for international buyers, just behind the Gold Coast.

City Spotlight — Sydney

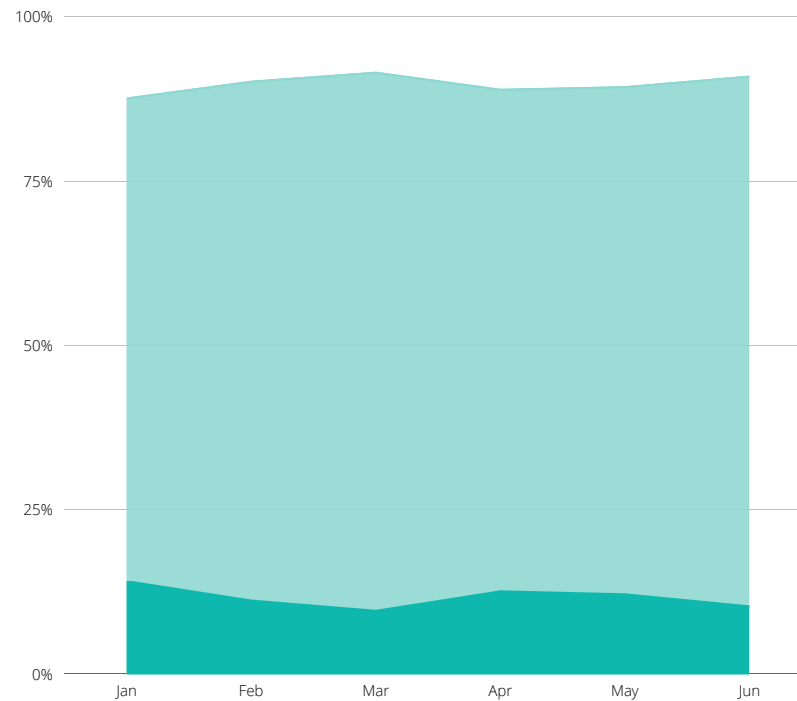
INTERNATIONAL

International buyers Domestic buyers



INTERSTATE

Interstate buyers Local buyers



Interstate buyer average:

10.28%



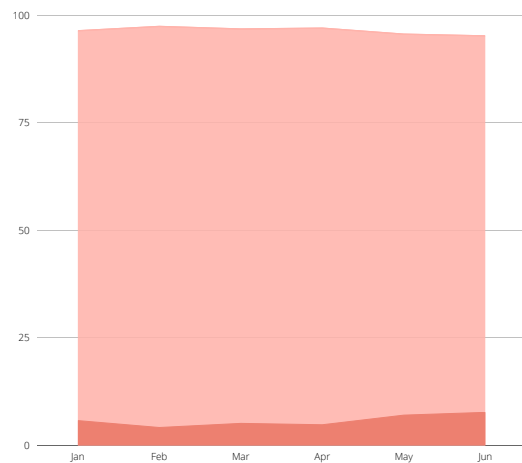
Sydney represents the lowest number of interstate inspections of any Australian city, with less than half the interstate inspections of Brisbane, Adelaide and Perth.

The number of interstate inspections has remained consistent within 8.5% - 10.8% since the beginning of '22.

City Spotlight — Adelaide

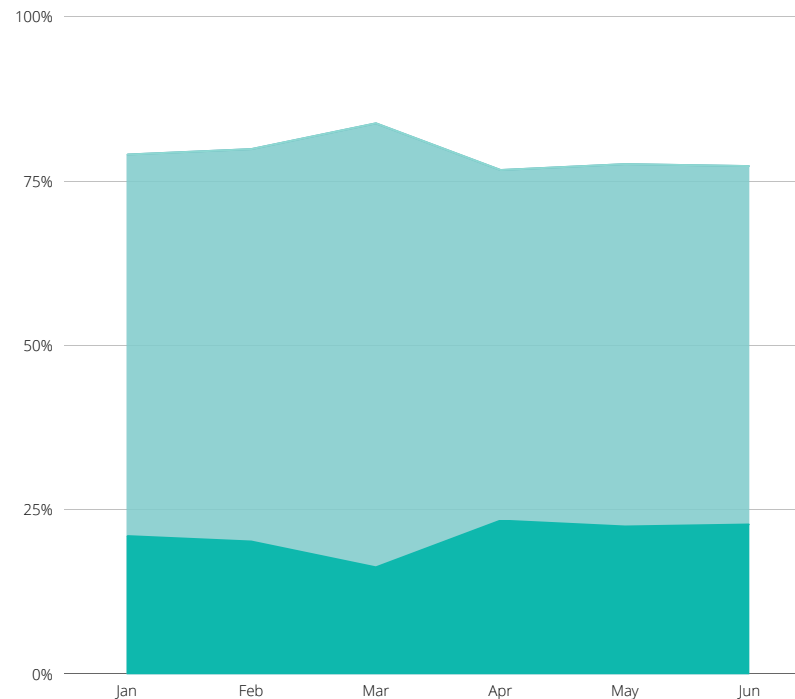
INTERNATIONAL

International buyers Domestic buyers



INTERSTATE

Interstate buyers Local buyers



Interstate buyer average:

20.94%



Adelaide's interstate inspection numbers peaked in April at 23.3%, and continue to remain steady.

Interstate inspection numbers have ranged from 16.2% - 23.3% over the 6 month period from Jan - June '22.

Methodology

The main sections of this report are based on the analysis of January - June 2022 virtual inspections data recorded by Little Hinges Pty Ltd, unless otherwise stated. Commentary in this report relating to interstate migration, consumer sentiment and purchasing behaviour is based on an extrapolation of this data.

A virtual inspection is defined as one unique session or viewing of a virtual tour by an individual. Property markets discussed have a minimum of 1,000 virtual inspections, areas with less virtual inspections than this benchmark have been excluded for data robustness.

Proprietary virtual inspection data is sourced from Little Hinges virtual inspections conducted between 1/1/2022 (Jan 2022) and 30/6/2022 (June 2022). This dataset represents Australia's largest dataset for property inspection numbers.

About Little Hinges

Little Hinges is Australia's largest virtual inspection platform, combining world class Matterport 3D technology with our nationwide team of experts and our world-first analytics and insights portal.

Our goal is to change the way Australians transact property.

To book a virtual tour for your listing:



vt@littlehinges.com.au



1300 BOOK VT (1300 266 588)



Book direct via our website at
www.littlehinges.com.au/virtual-tour-booking